ToolGPA

NOVEMBER 2026

Dreamdata

The Insider's Guide

B2B attribution and go-to-market analytics



Every plan, grade, refund rule and rival among website and product analytics tools, read from Dreamdata's own pages.

Made by Dreamdata · checked Nov 12, 2026 · toolgpa.com

2.2

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Dreamdata's own pages, its app-store listings and our grades. Every fact in it is on Dreamdata's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 18 of the 58 other website and product analytics tools we grade

Dreamdata is a B2B attribution platform. It tracks website and CRM touchpoints, identifies visiting companies, and reports on revenue attribution, ad spend and engagement. A free plan covers B2B web analytics, while the Advanced plan adds AI-based attribution models and an optional activation add-on for audiences and notifications.

To get you started, here are **9 things to know about Dreamdata**, taken from its own pages and our grades.

1 **Best for B2B ad and revenue attribution**

Dreamdata tracks which marketing touches lead to B2B deals, and its free plan has company identification and an audience builder.

2 **What it costs**

Paid plans start at Free plan at $0 per month; Advanced is custom-priced.

3 **There is a free plan**

B2B web analytics, company identification, engagement scoring and an audience builder, with 5 seats, 2 months of user history and 3 stage models.

4 **It runs on Web**

Web.

5 **Customer journeys**

Tracks known, anonymous and cookieless touchpoints and merges them with CRM and other go-to-market data into one B2B journey view.

6 **Company identification**

The vendor says its IP-to-company matching identifies up to 80% of visiting companies.

7 **Attribution and reporting**

Custom attribution models, revenue and content analytics, and reporting on ROI and ROAS with AI summaries.

8 **A 2.2 GPA, above 18 of 58**

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of Dreamdata you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Dreamdata at a glance

PRICING
Free plan, from Free plan at $0 per month; Advanced is custom-priced

FREE PLAN
Yes

FREE TRIAL
Guided free trial available for the Advanced plan.

RUNS ON
Web

MADE BY
Dreamdata

CATEGORY
Website & Product Analytics

OUR GRADE
2.2 GPA, fair

The report card

Best for B2B ad and revenue attribution

Dreamdata tracks which marketing touches lead to B2B deals, and its free plan has company identification and an audience builder. The free plan keeps 2 months of history and 3 stage models. Advanced is custom-priced.

TOOLGPA REPORT CARD **Dreamdata** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Free plan, then Advanced at a custom price. With the paid price unpublished, it sits in the middle.
Free plan and trial	C	Free plan with 5 seats, 2 months of user history, 3 stage models and 1 sync. You'll hit those caps.
Features	C	Customer journeys, company identification, attribution and audiences. Activation and a data warehouse are add-ons.
Ease of use	C	No rating on record. You connect your CRM and ad accounts.
Platforms and integrations	B	Web, with HubSpot, Salesforce, LinkedIn Ads, Slack and Microsoft Teams.

Grade point average Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Dreamdata is for

- ✓ Fits if you sell B2B and want to see which channels brought the deals
- ✓ Works for teams that already use HubSpot or Salesforce

Who it is not for

- ✗ Tight if you stay free: 5 seats, 2 months of history and 3 stage models
- ✗ Skip it if you want the paid price, as Advanced is quoted
- ✗ Watch out: Activation, a data warehouse and SCIM are add-ons on Advanced
- ✗ Watch out: the free plan's tracked-user limit isn't stated on the page

Good to know

Good for

- ✓ B2B marketing teams measuring which channels produce pipeline
- ✓ Marketing operations teams that want CRM and ad data joined
- ✓ Small teams that want to start on a free plan

Worth knowing

- ⓘ Advanced pricing is not published; the page offers a demo.
- ⓘ The Free plan keeps 2 months of user history and is capped at 5 seats and 3 stage models.
- ⓘ Activation and a data warehouse are add-ons on Advanced; SCIM is also an add-on.
- ⓘ The free plan stays free until the monthly tracked users limit is exceeded; the limit itself is not stated on the page.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$0/mo

To start. There is a free plan too

Dreamdata has a free plan. Paid plans start at Free plan at $0 per month; Advanced is custom-priced.

> **Free plan, then Advanced at a custom price.**
>
> From our grade for value for money

FREE

$0

per month

Cookieless tracking, company identification, audience builder and ad spend report. Limits: 5 seats, 2 months of history, 3 stage models, 2 notifications, 1 sync.

ADVANCED

Custom

All capabilities, including AI-based attribution, custom reporting on ROI and ROAS, dedicated onboarding and SSO. Activation is a paid add-on.

The free plan

B2B web analytics, company identification, engagement scoring and an audience builder, with 5 seats, 2 months of user history and 3 stage models.

Trying it first

Guided free trial available for the Advanced plan.

Read from dreamdata.io on Nov 12, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

B2B attribution and go-to-market analytics. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards, web analytics.

"

Customer journeys, company identification, attribution and audiences.

From our grade for features

Customer journeys

Tracks known, anonymous and cookieless touchpoints and merges them with CRM and other go-to-market data into one B2B journey view.

Company identification

The vendor says its IP-to-company matching identifies up to 80% of visiting companies.

Attribution and reporting

Custom attribution models, revenue and content analytics, and reporting on ROI and ROAS with AI summaries.

Audiences and notifications

An audience builder for ad platforms and notifications to sales about highly engaged accounts; advanced activation is an add-on.

Dreamdata AI

An analytics agent that answers questions in plain English, and an MCP server for connecting an LLM.

Where it runs

Web

What it works with

HubSpot
Salesforce
LinkedIn Ads
Slack
Microsoft Teams

Dreamdata is made by Dreamdata.

Where it stands

Its grades against its category, and whether to keep it or make your own

18/58

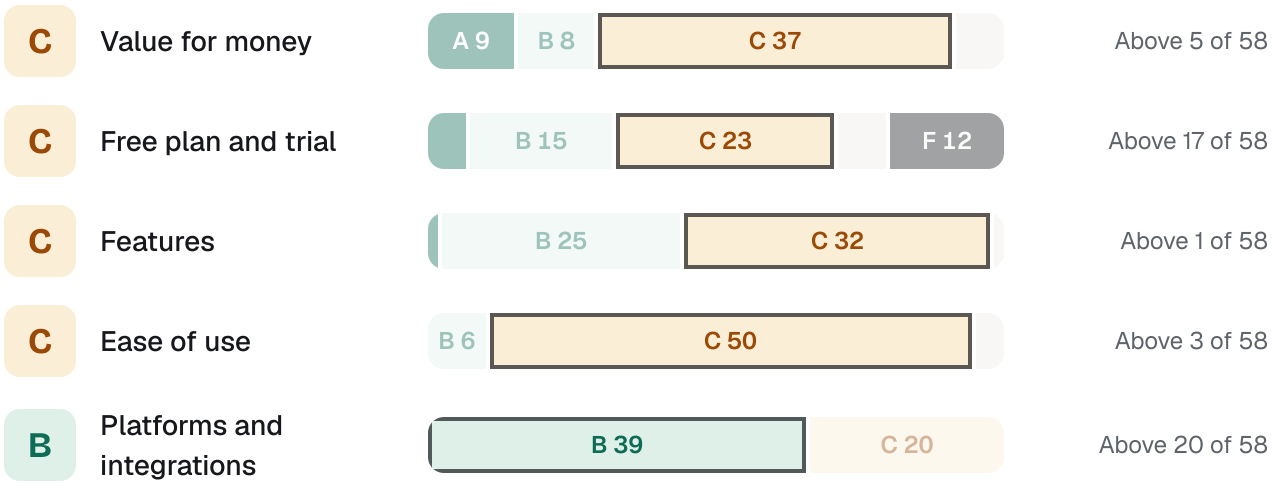
Other website and product analytics tools it is graded above

Dreamdata's GPA of 2.2 is higher than 18 of the 58 other website and product analytics tools we grade, and level with 13.

It stands best on platforms and integrations (B, above 20 of 58) and worst on features (C, above 1).

Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Dreamdata's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Dreamdata you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 27 of the 58 other website and product analytics tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, HubSpot, Salesforce and LinkedIn Ads among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Dreamdata's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Segment, Mixpanel, Heap, Amplitude and Google Analytics

The 5 tools Dreamdata is most often weighed against, with where each one differs from it.

Segment

2.4 GPA

Free trial

Customer data platform from Twilio that collects and routes events.

- Dreamdata has a free plan. Segment does not, though it has a free trial.
- Dreamdata also covers reports, dashboards and web analytics.
- Segment also covers workflow automation.

Dreamdata and Segment compared in full

Mixpanel

3.0 GPA

Free plan · from $100/mo

Event-based product analytics with replays, flags and experiments.

- Dreamdata also covers reports and dashboards.
- Mixpanel also covers session replay and a/B testing.

Dreamdata and Mixpanel compared in full



2.2 GPA

Heap

Free plan

Product analytics that captures every click without manual tagging.

- Dreamdata also covers reports.
- Heap also covers session replay.

Dreamdata and Heap compared in full



3.0 GPA

Amplitude

Free plan · from $900/yr

Product analytics with session replay, experiments and in-app guides.

- Dreamdata also covers reports and dashboards.
- Amplitude also covers surveys, session replay and a/B testing.

Dreamdata and Amplitude compared in full



3.4 GPA

Google Analytics

Free plan

Google's free website and app analytics, with a paid 360 tier.

- Only Google Analytics lists iOS and Android apps.
- Dreamdata also covers dashboards.

Dreamdata and Google Analytics compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Dreamdata free?

Dreamdata has a free plan. B2B web analytics, company identification, engagement scoring and an audience builder, with 5 seats, 2 months of user history and 3 stage models.

How much does Dreamdata cost?

Dreamdata lists 2 plans. Free: $0 per month.

What platforms does Dreamdata work on?

Dreamdata is available on Web.

Does Dreamdata have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Dreamdata is listed for Web.

Does Dreamdata have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Dreamdata is listed for Web.

Is Dreamdata open source?

Dreamdata is not described as open source on its own site, as read on Nov 12, 2026.

Does Dreamdata have an API?

Yes. Dreamdata offers a public API, according to its own site.

What does Dreamdata integrate with?

Dreamdata's listing names HubSpot, Salesforce, LinkedIn Ads, Slack and Microsoft Teams.

Does Dreamdata have a free trial?

Yes. Guided free trial available for the Advanced plan.

Who makes Dreamdata?

Dreamdata is made by a company of the same name.

What are the alternatives to Dreamdata?

The closest alternatives to Dreamdata in our directory are Segment, Mixpanel, Heap, Amplitude and Google Analytics.

How does Dreamdata compare with other website and product analytics tools?

Dreamdata's GPA of 2.2 is higher than 18 of the 58 other website and product analytics tools we grade, and level with 13.

Could I make my own version of Dreamdata?

The plain part of Dreamdata you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Dreamdata's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Dreamdata's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Dreamdata. Prices change, so check dreamdata.io before you buy.

dreamdata.io/pricing

dreamdata.io/integrations

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Dreamdata, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/dreamdata

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Dreamdata: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/dreamdata
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Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/dreamdata/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Dreamdata, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 59 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Dreamdata's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Dreamdata is a trademark of its owner, and this guide is not made, paid for or approved by Dreamdata. Prices and plans change: check dreamdata.io before you buy.